


WHAT IS CLAIMED IS:

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1. An image display apparatus, comprising:
- a display section including picture elements for modulating light transmission or reflection;
 - a driving section for performing an addressing scan of the picture elements in such a manner as to successively change light modulation states of the picture elements in each display frame; and
 - a light emitting section for illuminating the display section,
- wherein the light emitting section is switched ON-OFF once in each display frame, the addressing scan for the picture elements is performed in the OFF state of the light emitting section in each display frame, and the sequence of the addressing scan is reversed every one or more display frames.
2. An image display apparatus according to claim 1, wherein the sequence of the addressing scan of the picture elements is reversed every display frame.
3. An image display apparatus according to claim 1, wherein the addressing scan of the picture elements is performed

on every picture element on a scanning line.

4. An image display apparatus according to claim 1, wherein each display frame includes successive first and second periods,

in the first period, the addressing scan for changing the light modulation states of the picture elements is performed and the light emitting section is an OFF state, and

in the second period, the addressing scan is not performed and the light emitting section is in an ON state.

5. An image display apparatus according to claim 1, wherein a frame period of each display frame is about 1/60 seconds.

6. An image display apparatus according to claim 1, wherein in each display frame, an ON-state period of the light emitting section is less than or equal to about 50% of a frame period.

7. An image display apparatus according to claim 1, wherein the light modulation states of all of the picture elements are reset before the start of the addressing scan of the picture elements in the display section.

8. An image display apparatus according to claim 4, wherein the light modulation states of all of the picture elements are reset during the first period of each display frame.

9. An image display apparatus according to claim 1, wherein each picture element includes a liquid crystal element.

10. An image display apparatus according to claim 1, wherein the light modulation state of each picture element is controlled by an active element.

11. An image display apparatus according to claim 1, wherein the light emitting section is a cold cathode tube.

12. An image display apparatus according to claim 1, wherein the light emitting section is an electroluminescent element.

13. An image display apparatus according to claim 1, wherein the light emitting section is a light emitting diode.

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